

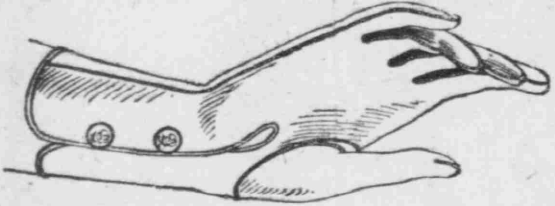
TO OUT-OF-TOWN VISITORS

¶ Cordial invitation is extended you to make this store your headquarters if you contemplate a visit to Salt Lake City during conference week. ¶ The most beautiful store in all the west, it is particularly attractive at this season of the year. An atmosphere of style permeates it. ¶ Notwithstanding the rich simplicity which is apparent throughout the institution and the innumerable exquisite displays of new merchandise, prices are not in keeping with appearances. On the contrary, no department house in the city sells goods quite so uniformly reasonable as does Keith-O'Brien Company.

'Tis deservedly said: "The store that forced high prices down." The phrase is full of thought. For conference week every department will offer visitors desirable merchandise much below usual selling prices. We believe that if you will go through the different departments, careful shopping will result in a considerable lessening of your expenses to the city. But even if you have no purchases to make, come in anyway and look around. It will prove a pleasurable as well as an instructive visit.

KEITH-O'BRIEN CO.

Spring and Summer Gloves



The price of gloves is steadily advancing. These prices therefore are interesting.

One-clasp pique finish street gloves, in all durable shades, Regular \$1.25. For..... **97c**
It's a broken line of misses' kid gloves, in white, brown, tan and red. Regular \$1.25 and \$1.00 value. For..... **75c**
Complete stock of women's double-tipped silk gloves, in all shades, for spring and summer wear, is now being shown—50c and 95c a pair.
Women's elbow-length silk gloves, \$1.50, \$1.75 and \$2.00 a pair.

Beautiful Waists

A large assortment of white handkerchiefs and art linen waists—made in the tailored effects—hand embroidered and German val. lace trimmed—at prices up from..... **\$2.95**
A beautiful waist—of good quality, in dotted and figured swiss—made with full tucked front—new sleeve with tucked deep cuff..... **\$3.45**
A dainty creation in white china silk, with embroidered panel lace insertion and tucked front—lace collar and cuffs—short sleeves—at..... **\$4.50**

Two Dress Goods Specials

38-inch all-wool Batiste, all popular shades and black and white. **44c**
Special, a yard.....
Plaid mohair waistings and French Challies, new spring colorings, values 85c yard. Special... **69c**

Big Ribbon Sale

First showing of a new stock of satin and plain taffeta ribbons—new colors—sizes from 3 1/2 to 5 inches in width—regular 25c and 35c. Special..... **19c**
A beautiful stock of 50c, 75c and \$1.00 ribbons, in shaded and polka-dot effects—widths 5 to 7 inches..... **27c**
Regular 60c, 75c and 85c striped and plaid ribbon, in the newest colors and styles, suitable for belts, ties, hat bows, etc. Special..... **49c**
Handsome new stock of ribbon for tab collars and belts, in stripes, Persian dots and plaids—25c, 30c, 35c, 40c and 45c.

New Pyrographic Designs

A new shipment has just reached the store—the best quality of 3-ply white basswood. The designs are entirely new, which is quite a departure from the old stock pictures with which all lovers of burnt wood are familiar. We had about given up hope of ever seeing a new idea in burnt-wood designs. The public was even tired. And lo! all changed. The new ideas are clever enough to sort of make up for the tired feeling we used to experience whenever we looked at the old designs. And, better still, these new ones are an exclusive shipment to this store. And with the improvement in designs, style of pieces for burning, etc., comes lowered prices! A new type of Vassar girl is shown. Some pretty automobile girls have just come to town. A few Jap girls, so quaint and fetching, are among the new basswood visitors. New Indian heads—a different tribe altogether from the old ones that camped on burnt wood for so many years. Dutch figures and Holland scenes. Picture and photo frames. Pipe racks. And everything else you can think of.

Photo Frames

2 openings for pictures, 30c.
3 openings for photos, 50c.
4 openings, 75c.
(These prices are cheaper than you have been paying.)
Mottos and Plaques
12x24 plaques, 65c.
8x20 motto plaques, 30c.
11x14 plaques, 25c.

6x20 plaques, 20c.
10x10 plaques, 20c.
15x15 plaques, 40c.
18x18 plaques, 50c.
(And lots of other sizes and lowered prices.)
Owl key racks, 20c.
Log cabin pipe racks, 50c.
Pyrographic outfits catalogue at \$2.50 and which we sold at \$2.00, lowered to \$1.50.

Carpet Bargain Week

It means that interest will center on the floor below. And it has come to pass that when a sale on a large scale is advertised for the floor below that values out of the ordinary are to be offered. The sale is all the more important because it comes at house cleaning time. The lowered prices mean a splendid saving of money. Our sales do not disappoint.

In all cases where manufacturers have substituted new designs, making it impossible for us to obtain complete lines, prices are decidedly reduced.

In the lots is a choice showing of Bigelow Axminsters that were selling for \$2.25, which we will sell for \$1.50 and \$1.75—made and laid.

Middlesex Axminsters, worth \$1.85, for \$1.35 and \$1.50 a yard—made and laid.
Extra Axminsters, worth \$1.65, for \$1.00 to \$1.35.

Velvet carpets, worth \$1.50, for \$1.35. \$1.25 quality for 95c.

Tapestry carpets, worth 95c, for 75c a yard—made and laid.

\$45.00 Wilton rugs, 9x12, for \$37.50.
\$32.50 velvet rugs, 9x12, for \$25.00.
\$32.50 Axminster rugs, 9x12, for \$25.00.
\$20.00 Tapestry, 9x12, for \$17.00.
(All New Patterns.)

Every pattern new, extra heavy and very durable, 36x72, worth \$5.50, for \$4.45.

27x60, worth \$3.50, for \$2.75.

LACE CURTAIN SAVINGS—We have odd lots of curtains left after the season's business which will be disposed of at the following discounts:

All one-pair lots will be sold at HALF PRICES.

All 2-pair lots will be sold at 1/3 less.

All 3-pair lots will be closed out at 1/4 less.

We re-upholster furniture. Old furniture



may be made practically new, at a very small outlay.

Our new materials for upholstering furniture comprise exquisite styles and colorings in tapestries, armures, silk goblins and damasks.

A postal or 'phone request will occasion our representative to visit you with samples and give you estimates.

A beautiful stock of brass and iron beds is carried.

ON THE FLOOR BELOW

Royal roasting pans, reg. \$1.00, now 65c; \$1.25 for 85c; \$1.50 for \$1.00; \$1.75 for \$1.25, and \$2.00 for \$1.35.
Steel skillets, 35c, 40c and 45c.
Acme frying pans, 8c to 25c.
Drip pans, 10c to 40c.
Sieve boards, 75c.
Food choppers, \$1.25 to \$2.25.
Chopping bowls, 35c.
Chopping knives, 10c.
Granite mixing spoons, 10c.
Wood mixing spoons, 5c.
Blue Venetian ware in milk pans, stew pans, wash basins, etc., 1-3 discount.
Stove lid lifters, 5c.
Stove poker, 5c.
Paring knives, 10c and 20c.
A full line of floor and ceiling brushes in hair and bristles, \$1.00 to \$5.00.

Hair counter brushes, 40c to 50c.
Good bristle brushes, 55c.
Fiber whisk brooms (just the thing for sweeping stair carpets), 30c.
Lamp chimney brushes, 15c.
Fine white fiber brushes, hard wood back, suitable for scrubbing milk cans, 18c.
Vegetable brushes, 5c.
10-quart bread raiser, 75c.
Universal bread mixers, \$2.25 and \$3.00.
Universal cake mixers, \$1.75.
Fancy vegetable slicers, special, 19c.
Galvanized water pails, 20c.
Galvanized wash tubs, 65c, 85c and \$1.00.
Glass washboards, 50c.
Clothes bars, large size, special, \$1.00.
100 feet rustless wire clothes line, 25c.

Clothes pins, 1c dozen.
Best brooms, 45c.
Whisk brooms, 8c to 25c.
Dust pans, 10c.
Shovels, 10c.
Coal rods, 35c and 45c.
Cotton dish mops, 5c.
Heavy retrieved forks, 5c each.
Excerpta coffee pots, \$1.40 to \$2.50.
Nickel-plate tea kettles, best quality, \$1.25 and \$1.50.
French drip coffee pots, \$1.10.
Never-sag, adjustable curtain stretchers, \$2.25.
Good feather dusters, 25c to \$1.75.
Shelf paper in colors, 5 yards for 5c.
Glass salt and pepper shakers, nickel tops, per pair, 15c, 25c and 30c.
A full line of china, glass, granite-ware, etc., in the basement.

KEITH-O'BRIEN CO.

Boys' Wash Suits

A complete and handsome assortment in colors and white Russian Sailor and Buster Brown. These suits cannot fail to interest mothers. Prices within the reach of every one. \$1.25 upward to \$5.00.



Girls' Spring Suits

The Peter Thompson suits for girls are the nicest, daintiest and the most satisfactory made for girls.

Brilliantine and serge, sizes 6 to 18 years, prices \$5.75, \$6.50, \$7.50, \$10.00 and \$14.75.

Girls' Fine Suits

The models in spring suits and coats which this store is offering misses and girls this season are interestingly piquant along with the very practical.

Boys' Spring Suits

If you want your boy to be well clothed for a small expenditure, it will profit you to inspect our broad lines. The clothes which we offer are made along correct lines. They are made for boys who love to romp. Reinforced where strength is needed. Well made in every particular. These suits hold their shape and always look well. The materials are worsted and cheviot mixtures, and the sizes are from 3 to 16 years. There are two prices—\$2.50 and \$3.50.

Plain and Fancy Mohairs

45-inch silk-finished Mohairs—plain colors, shadow checks and novelty effects—the very idea for your spring shirt-waist suit. Special values. Sale starts Monday—make early selection, yard... **\$1.00**

The Finest Aggregation of Exquisite, Perfect, Antique and Modern Oriental Rugs

Are you building a house? Are you re-furnishing? Are you a tourist? Are you a lover of Oriental rugs?



We want to call your attention to the fact that this is an exclusively ORIENTAL RUGS department, where each rug is guaranteed and exchangeable at any time. Our rugs are direct importations and not left-over stock. Every rug has been carefully examined and selected with artistic taste by Mr. Paul S. Ourfalian, the noted rug collector. Here you find everything, from the smallest mat to the largest carpet, and every known make from A to Z; also some elegant silk rugs. On the balcony. Window display.

Wholesale and Retail.

Eton and Pony Jacket Suits

These are the correct suit styles. The materials are homespun, Panama cloth, checked Sicilian and broadcloth mixtures. All the new shades. Special price for Monday. Values up to **\$25.00**

Handsome Top Coats

These swell coats are 3-4 length, in shadow checks, plain gray and covers. Values up to \$17.50. Special price..... **\$12.75**

Pretty Walking Skirts

These skirts will appeal to your reason in a convincing manner. The materials are gray mixtures and plaids. Special price for Monday. Some of the skirts are plain circular, handsomely tailored and others are in the gored circular styles..... **\$7.50**



Keith-O'Brien's \$5 to \$10 Millinery, of which a feature is being made this spring, has all the distinctive style features found in the more expensive headwear.



The Keith-O'Brien Easter Novelties comprise remarkable assortments of rabbits, chickens, ducks, cards, etc.
Bring the children down and let them see the unique gifts.